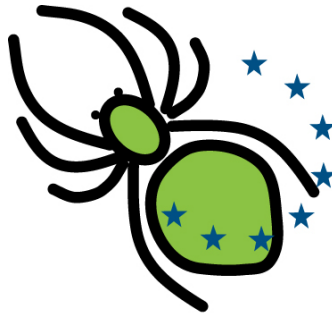


GREEN WEEK EXHIBITION, 3-6 June 2008, Brussels

Charlemagne building, 2nd floor, stand N° 50



Green Spider Network
Environmental Communications

BEST PRACTICES IN NATIONAL ENVIRONMENTAL COMMUNICATION CAMPAIGNS

TUESDAY 3.6. 13 – 17 hrs	climate change	"The Planet"	Sweden
WEDNESDAY 4.6. 09 - 14:30 hrs	waste & sustainable consumption	"Drop Your Own!"	Hungary
WEDNESDAY 4.6. 15 - 18:30 hrs	natural resources & biodiversity	"Notice Nature"	Ireland

LATEST IN CLIMATE COMMUNICATION CAMPAIGNS IN EUROPE

THURSDAY 5.6. 09 - 14:30 hrs	Irish Climate Campaign
THURSDAY 5.6. 15 - 18:30 hrs	German "It's Your Climate" Campaign
FRIDAY 6.6. 09:30 - 12:30 hrs	"Be a changer" Campaign of DG Environment, European Commission

To learn more about these projects or about the activities of the Green Spider Network please mail to EECN_secretariat@cowi.com or visit <http://ec.europa.eu/environment/networks/greenspider>



Green Spider Network
Environmental Communications

GREEN WEEK 2008 EXHIBITION, Brussels

Charlemagne building, 2nd floor, stand N° 50

BEST PRACTICES IN NATIONAL
ENVIRONMENTAL COMMUNICATION
CAMPAIGNS

"The Planet"

Timing:

The campaign was launched in November 2006 and continues with translations and dissemination to other countries.

Objectives:

To improve public awareness on environmental issues, the state of the Planet, the possibilities and problems we face.

To reinforce the dialogue between research and the public, bringing in scientists, communicators, educators and students to the debate, in a way that citizens can make informed choices from the range of options presented.

Target audience:

Public in general and particularly young people.

Media used:

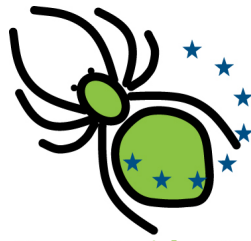
The whole campaign consisted of four separate components: a Movie, a TV documentary, an online Game and a multimedia Website, The Planet Infact. The Movie was to get media attention; the TV-documentary was to reach the broad public and start a debate; the Game for the younger audience and the Planet Infact to give an overview and a deeper understanding of the facts and the latest research about Global Change-issues.

Results:

The Planet Infact was part of a unique collaboration between a film production company, a science portal and Swedish Television. The campaign reached an enormous breakthrough in Swedish media. Global change issues headlined the news, and raised public awareness of the state of The Planet and our future. The website reached in the first 3 month 100 000 unique visitors. The website was translated into English and released at the AAAS Conference. The English version had in the two first month visitors from over 50 different countries. Press releases, articles, blogs and other web pages attracted attention to The Planet.

<http://www.forskning.se/theplanet/>

To learn more about this project or about the activities of the Green Spider Network please mail to EECN_secretariat@cowi.com or visit <http://ec.europa.eu/environment/networks/greenspider>



Green Spider Network
Environmental Communications

GREEN WEEK 2008 EXHIBITION, Brussels

Charlemagne building, 2nd floor, stand N° 50

BEST PRACTICES IN NATIONAL
ENVIRONMENTAL COMMUNICATION
CAMPAIGNS

"Drop your own!" Hungarian Waste Campaign

Timing:

The campaign took place December 2005-January 2006, because this is the peak season for packing and buying, followed by a second phase from the beginning to the end of April 2006, a kind of reminding period during which the packaging and electronic waste spots were combined and broadcasted together.

Objective:

To create an umbrella communication that unites the messages, the most actual and most pressing topics of the Ministry, including selective collection of packing waste, medicine, electronic waste, batteries.

Target audience:

Adults, between 18 and 39, with higher level degrees (college, university), who are living in bigger towns and whose financial status is above average.

Media used:

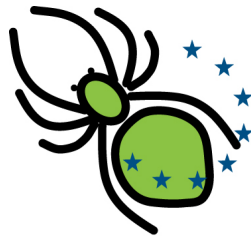
TV spots, on-line communication, reminder printed materials, stickers in the shops and newspapers and on the selective waste containers. Moreover, the Ministry has been working with a lot of different partners (NGOs, reps of the companies in the field, regional and national TV companies) in order to ensure the wide distribution of the campaign messages and materials.

Results:

There were both direct and indirect feedbacks of the campaign. Our customer service received hundreds of emails and letters from the citizens that were very positive and generated a lot of further questions helping our future work.

Companies in the waste management field have also marked that the messages of the campaign were creative and remarkable and if it is possible they would cooperate in the next phase of it.

As the indirect feedback could be mentioned the survey that was completed before and after the campaign. The results were very promising and confirmed that the messages reached the target group but further future continuation is necessary.



Green Spider Network
Environmental Communications

GREEN WEEK 2008 EXHIBITION, Brussels

Charlemagne building, 2nd floor, stand N° 50

BEST PRACTICES IN NATIONAL
ENVIRONMENTAL COMMUNICATION
CAMPAIGNS

"Notice Nature" Biodiversity campaign

Of the Irish Department of the Environment, Heritage & Local Government

Timing of campaign:

November 2006 to date

Objective:

To raise awareness of the importance of biodiversity loss and to encourage everyone to play their part in its protection.

Target audience:

Construction, Business, Tourism, Agriculture and the General Public

Media used:

- Online – campaign website, Bebo pages, email
- Traditional - TV, Radio, National press, local press, trade press
- Seminars and workshops for business, tourism and construction sectors
- National Photography Competition
- Print – Guidelines devised and tailored for various sectors

Results:

- Greater interest and awareness among all audiences as evidenced by the attendance at seminars and participation in competitions
- TV, Radio and press are more receptive to biodiversity messages since the campaign got underway and there are more reports about biodiversity issues – threatened species, invasive alien species, etc..

www.noticenature.ie

To learn more about this project or about the activities of the Green Spider Network please mail to EECN_secretariat@cowi.com or visit <http://ec.europa.eu/environment/networks/greenspider>



Green Spider Network
Environmental Communications

GREEN WEEK 2008 EXHIBITION, Brussels
Charlemagne building, 2nd floor, stand N° 50

LATEST IN CLIMATE COMMUNICATION
CAMPAIGNS IN EUROPE

Irish Climate Change campaign

Of the Irish Department of the Environment, Heritage & Local Government

Timing of campaign:

November 2007 to November 2009, with option to renew for another three years.

Objectives:

- To raise awareness of our impact on climate change – at both an individual and an organisational level
- To change behaviour by people and organisations in order to lower Ireland's greenhouse gas emissions

Target audiences:

- The General Public
- The Public Sector
- The private sector – Construction, Business (large industry and small enterprises), Tourism, Agriculture & Forestry

Media used:

- Online – campaign website, social marketing, e-mail
- Lo-call phonenumber
- Carbon Calculator
- Traditional - TV, Radio, National press, local press, trade press
- Seminars, workshops and training for public and private sectors
- Competitions
- Advertising – TV, Outdoor, Radio, Online, ambient media, limited press
- Printed Leaflets / Guides
- Carbon Management Tool for public and private sectors

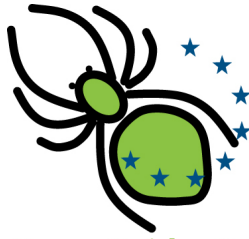
Results:

The campaign has only started recently and already there is huge interest and enthusiasm among the media, the general public and the public and private sectors

- The online Carbon Calculator, launched on 5th May 2008 has already received thousands of visitors and members of the public registering to find their carbon number
- Over 200 delegates attended seminars that sought partners for the campaign, in April 2008

www.Change.ie

To learn more about this project or about the activities of the Green Spider Network please mail to EECN_secretariat@cowi.com or visit <http://ec.europa.eu/environment/networks/greenspider>



Green Spider Network
Environmental Communications

GREEN WEEK 2008 EXHIBITION, Brussels

Charlemagne building, 2nd floor, stand N° 50

LATEST IN CLIMATE COMMUNICATION
CAMPAIGNS IN EUROPE

"It's Your Climate" Campaign

The interactive internet-platform (WEB 2.0) „www.its-your-climate.de“ aims at activating people for climate protection. Main target-groups are young people (at the age of 16 - 30 years), towns and municipalities, and companies. On the website, everybody can present himself in a personal profile, network with others, exchange suggestions, and plan projects and collaborative actions. The informative and entertaining Forum offers all the latest means of online communication. Along with text entries, it is possible to upload photos and videos, and interact with other groups by subject and world region. A main component of the website is the Online-Atlas for climate protection, where everybody can map himself as a climate ambassador.

"Be a Changer" Climate Campaign

In 2006, the European Commission launched its "Change" Climate Change Campaign, an awareness-raising campaign aimed at people who "sometimes" make an effort to protect the environment but who are sceptical about how much difference their efforts actually make. This first phase set out to raise awareness of the seriousness of climate change for our society and to encourage people to act by making small changes in their behaviour such as turning down the heating thermostat, switching appliances off rather than leaving them on standby, recycling, etc. The campaign slogan is "You control climate change. Turn down. Switch off. Recycle. Walk".

Phase II of the campaign targeted young people specifically, as they are the generation who will have to deal with the consequences of climate change, and used tools such as the Europa Diary, distributed to schools across the EU, the continuation of the campaign website (<http://ec.europa.eu/environment/climat/campaign/index.htm>), an internet game and gadgets for distribution to schools and universities such as t-shirts, postcards and memory sticks.

The Commission is launching a third and final phase of the campaign around World Environment Day in June 2008. It will again aim at young people but focus this time on five EU countries where there have been no significant national campaigns on the issue and where levels of concern or awareness remain relatively low: Hungary, Poland, the Czech Republic, Bulgaria and Romania. The main action of Phase III is the competition "Be a Changer", in which young people are invited to make a pledge, to define their own particular activity and recruit as many supporters as they can. The "Changers" with the most supporters at the end of the competition period win a prize, a trip to a "Changer Camp" to participate in an environmental project in Europe. The competition will run from September to end November 2008.

To learn more about this project or about the activities of the Green Spider Network please mail to EECN_secretariat@cowi.com or visit <http://ec.europa.eu/environment/networks/greenspider>